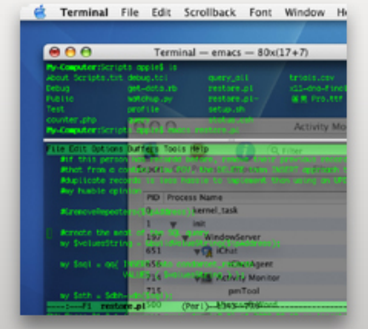
Power User's Guide to the Apple Developer Connection

Session 002

These are confidential sessions—please refrain from filming or taking pictures.



General Sessions

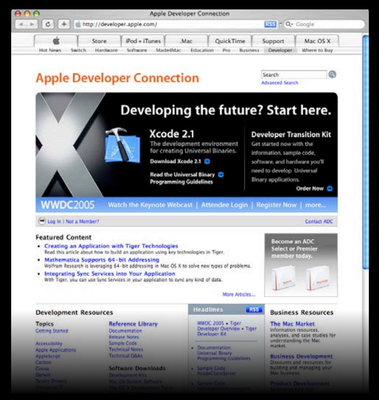
Power User's Guide to the Apple Developer Connection

Paul Kopacki
Manager, Developer Web Team

http://developer.apple.com/wwdc2005/

Developer Connection

ADC Membership Programs



Online

Connects you to Apple's technical resources

Select

The essentials for serious professional developers

Premier

Ideal for developers who want an all-in-one program

Student Developer

A perfect complement to your university

Developer Connection

Hot Deals
Hardware Discounts
Technical Support
API Reference
ADC Reference Library
Macintosh Products Guide
System Software
Success Stories
SDKs
Technical Articles
Bug Reporting
Technical Notes
Mailing Lists
Compatibility Labs
ADC News
New Arrivals
Mac OS X Server
Release Notes
Pre-release Software
WWDC
Developer Mailings
Technology Workshops
Mac OS X Logo Program
Events Hardware
Tech Talks
Business Development
Tiger Developer Kit
Documentation
WebObjects
Developer Tools
Sample Code
Developer Briefings
Product Development
RSS Feeds
Topics Pages
Go-to-Market Support
Software Licensing

Developer Connection

Behind it all, almost 200 full-time staff

Support engineers, technical writers, partnership managers, technical evangelists, web professionals, technical communications specialists, marketers, member services, systems support engineers, market support professionals, and more

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Focussed on developer success

What We'll Cover Today

- **Learning the latest and researching the next project**
  Finding and using the ADC news, information and resources you need

- **Great tools and integrated information resources**
  Xcode and the ADC Reference Library

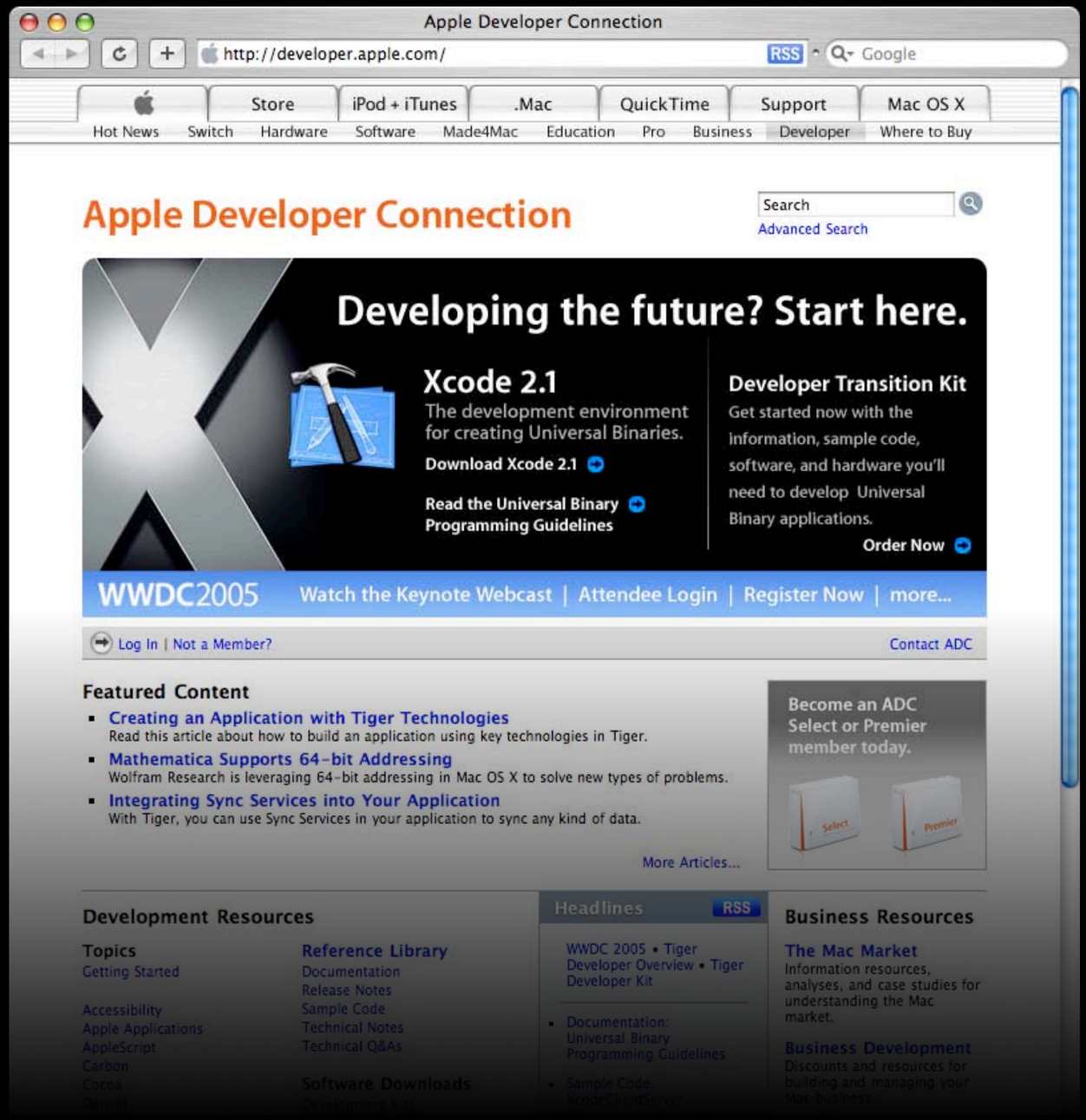
- **Developer-to-developer: Working with ADC member benefits**
  Technical Support, Developer Downloads, and Compatibility Labs

- **Being Successful in Market**
  ADC business services, go-to-market programs,
  and the Macintosh Products Guide

ADC Home

developer.apple.com

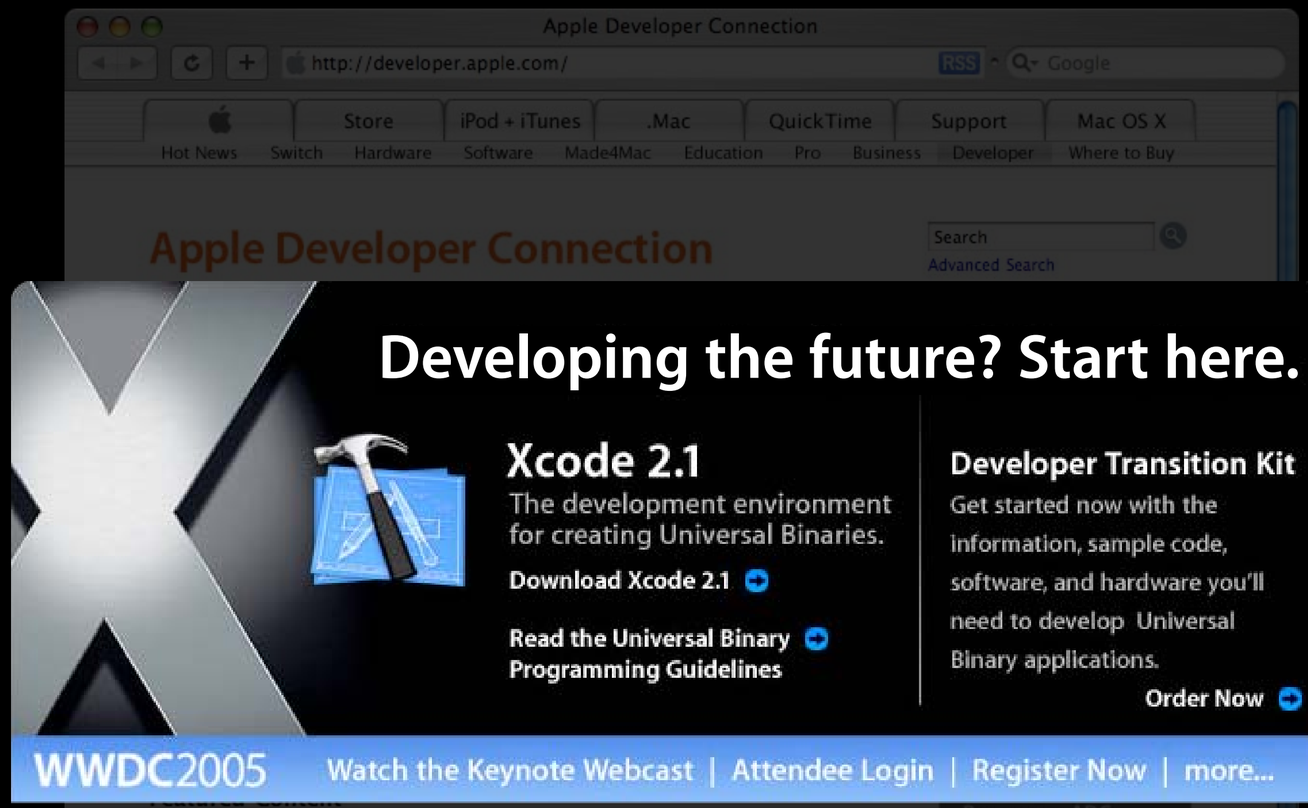
- Jumping off point to all of ADC



ADC Home

developer.apple.com

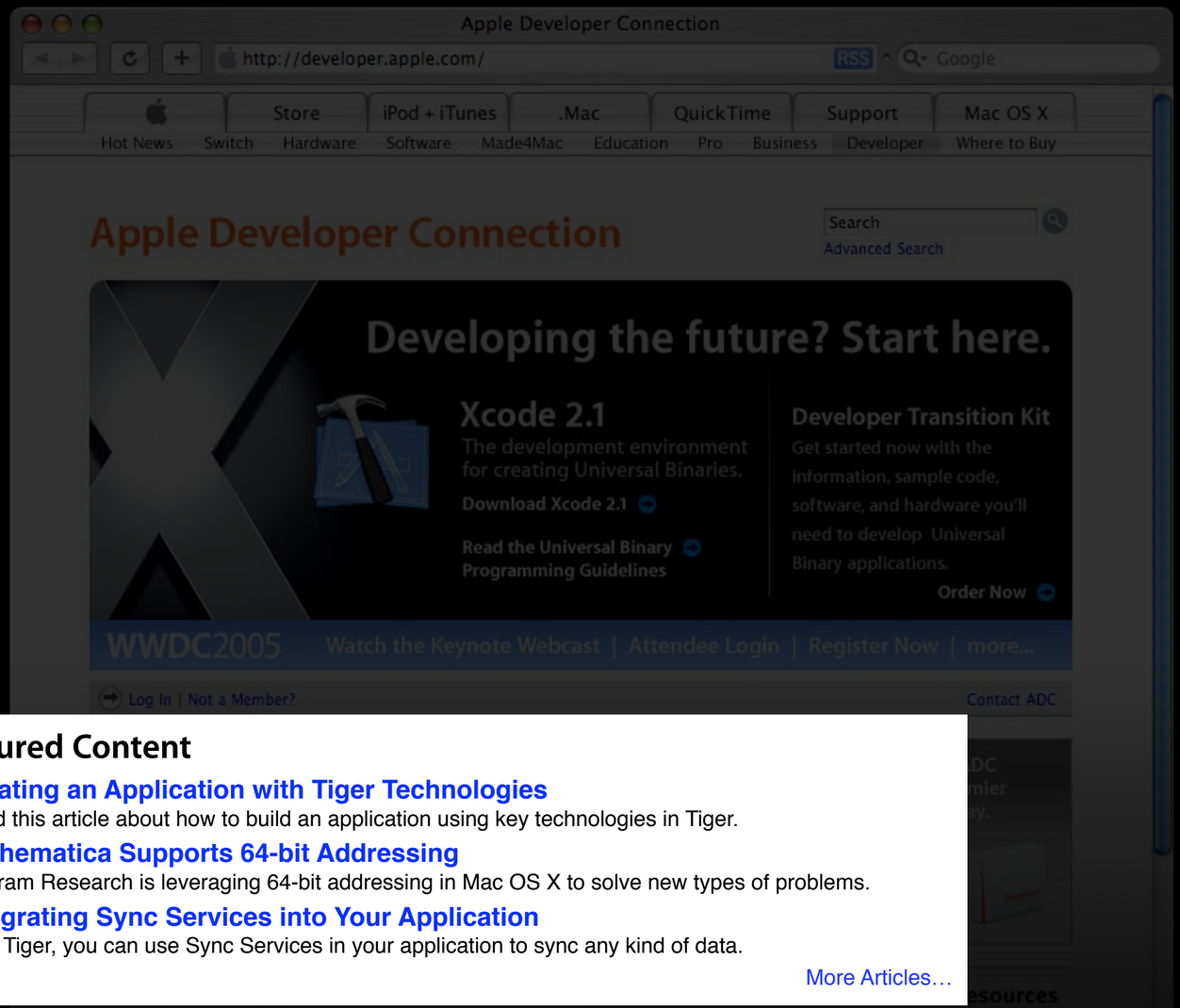
- Jumping off point to all of ADC
- Banner graphic



ADC Home

Keeping up with the latest

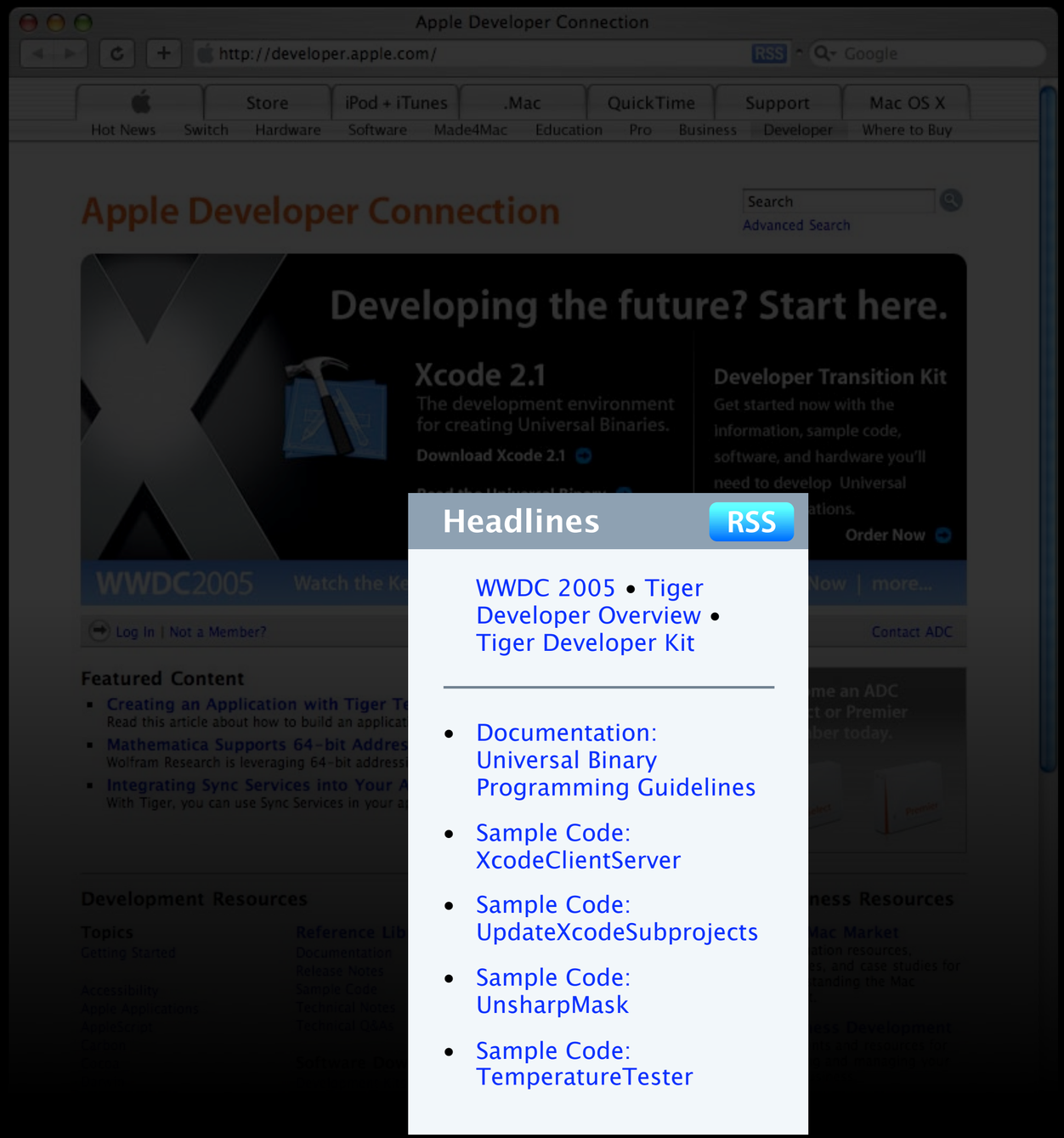
- Feature content



ADC Home

Keeping up with the latest

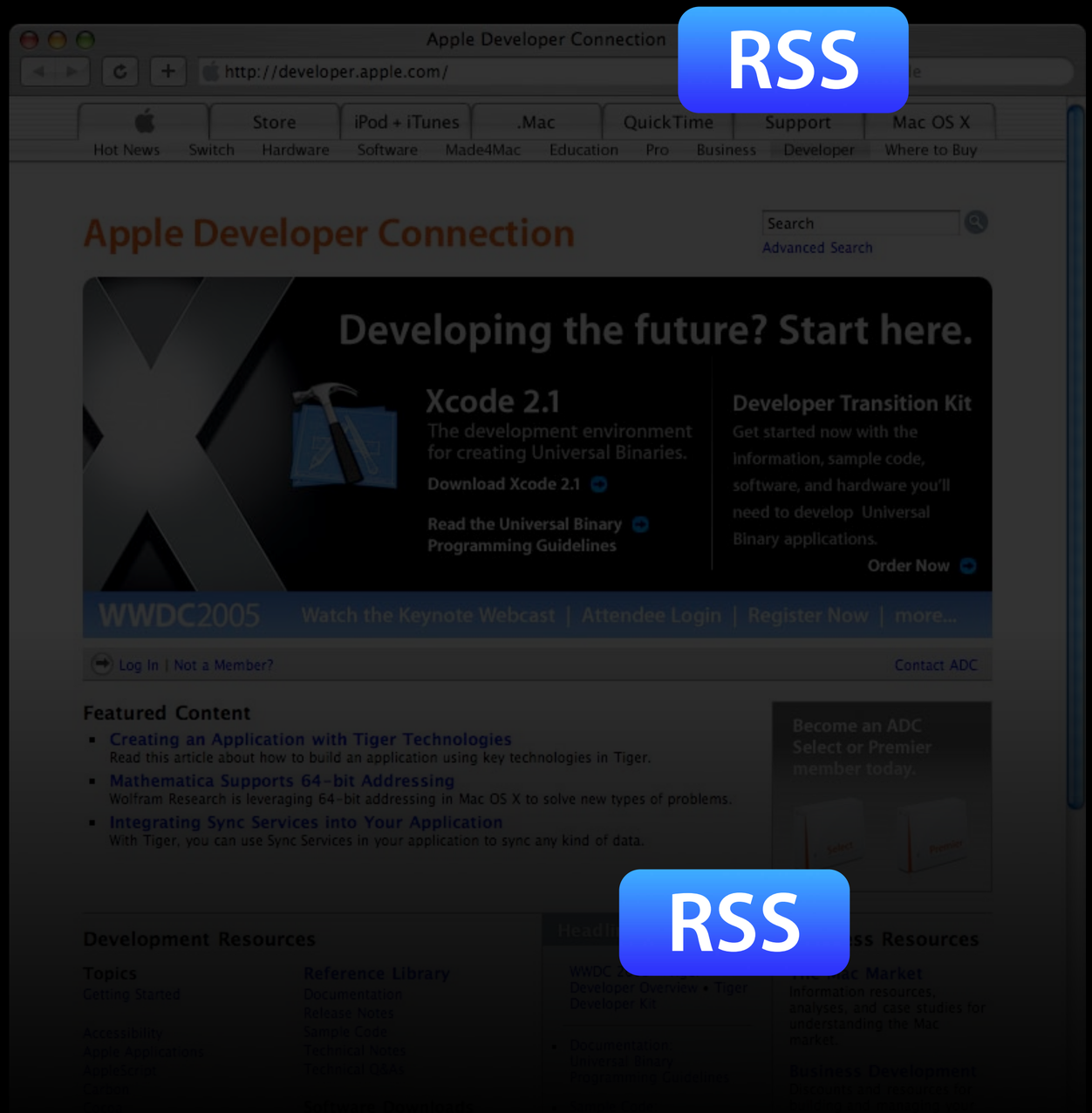
- Feature content
- Headlines



ADC Home

Keeping up with the latest

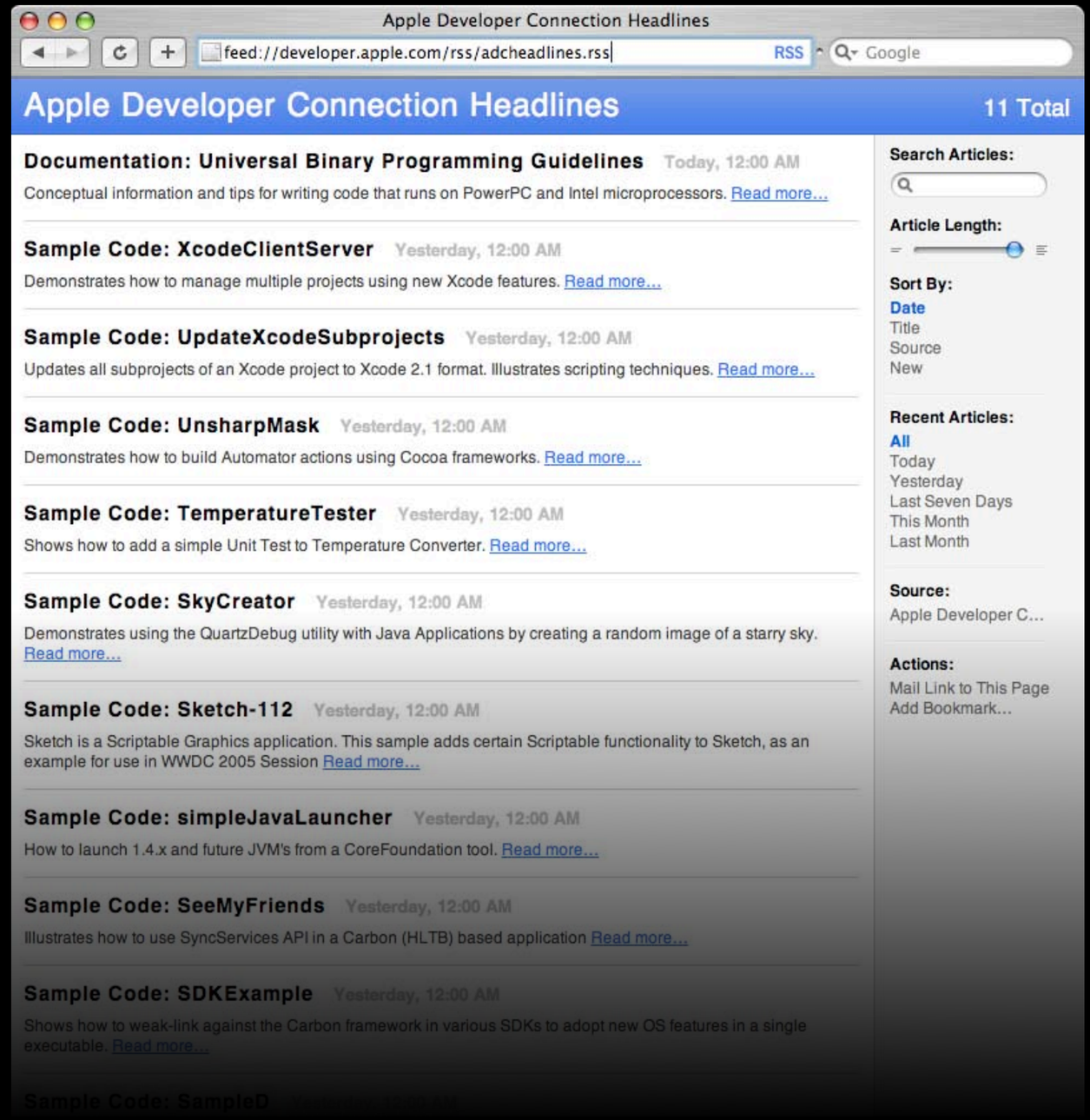
- Feature content
- Headlines
- RSS feeds



ADC Home

Keeping up with the latest

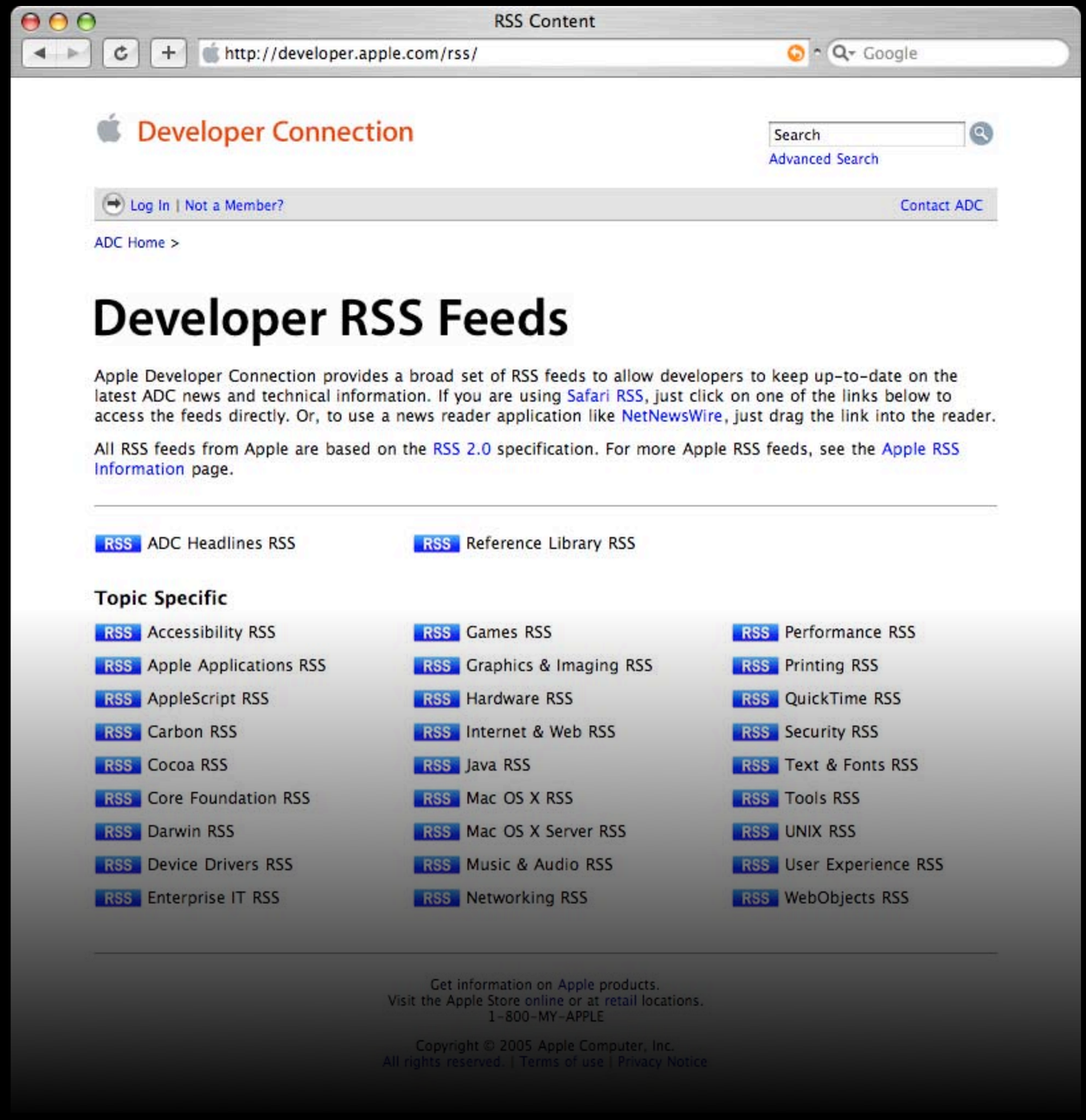
- Feature content
- Headlines
- RSS feeds



Topic-Specific RSS Feeds

New!

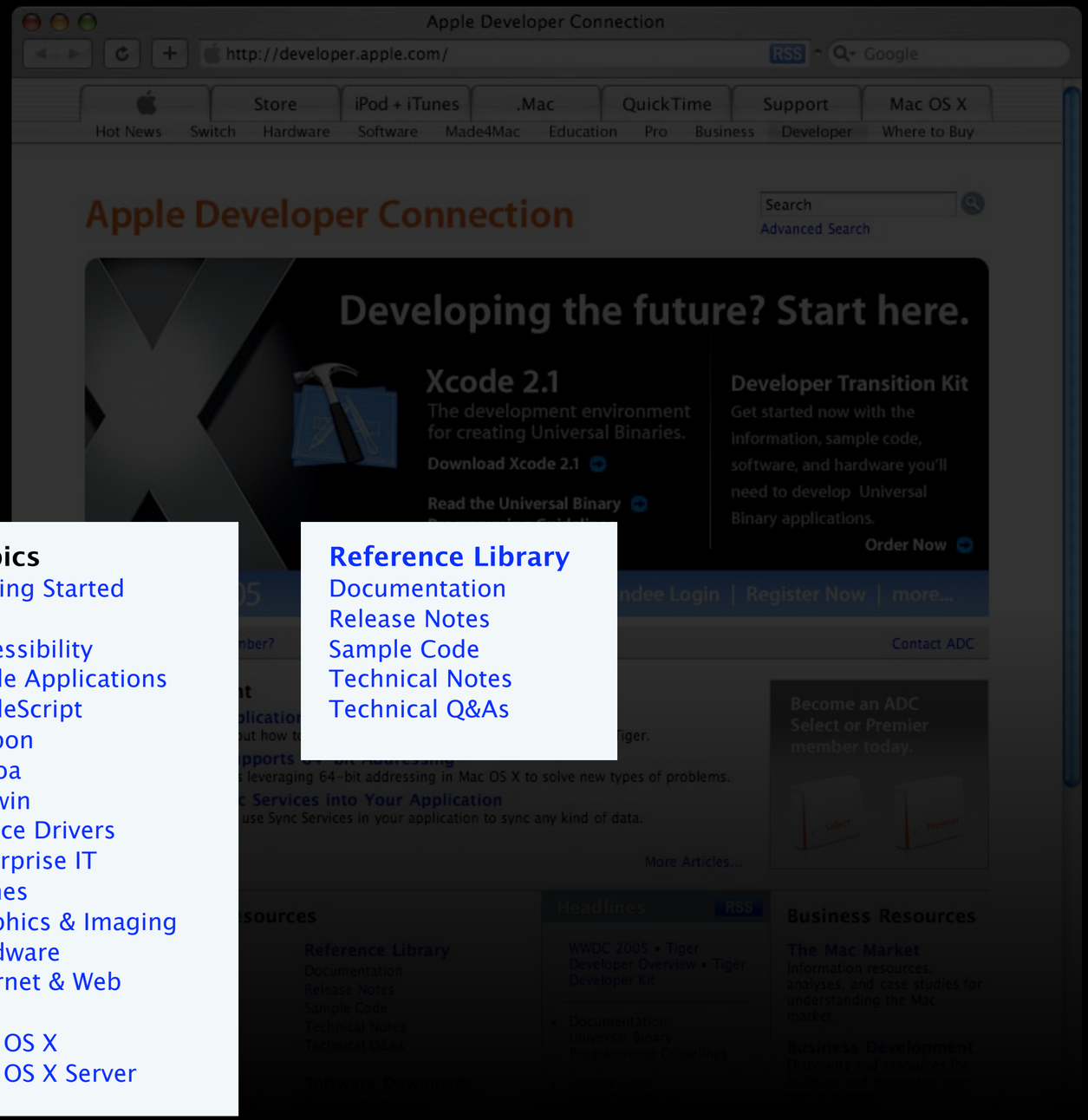
- Focus in on your specific interests, filter out the noise



ADC Home

Research your next project

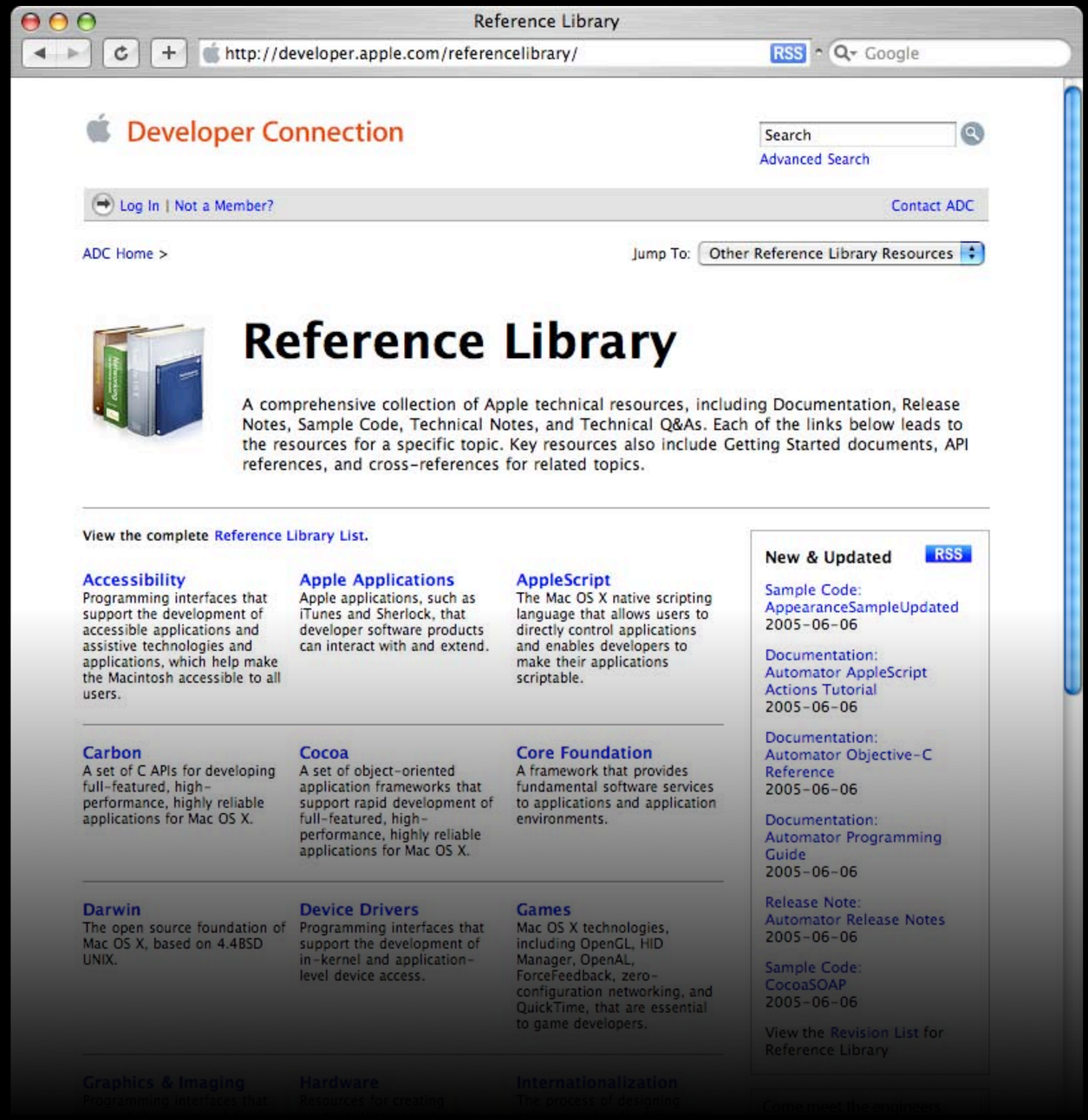
- Topics pages
  Broad overview and context
- Reference Library
  Direct to the documentation and sample code



ADC Home

Research your next project

- Browse-able by technology categories
- Easy to navigate and use
- Access via the web, or Xcode



ADC Reference Library and Xcode

Melina Kirsch
Writer, Apple Technical Publications

http://developer.apple.com/wwdc2005/

The ADC Reference Library

What is it?

- Integrated collection of Apple technical resources
  - Documentation
  - Technotes
  - Q&As
  - Release Notes
  - Sample Code
- Thousands of documents—and more every day

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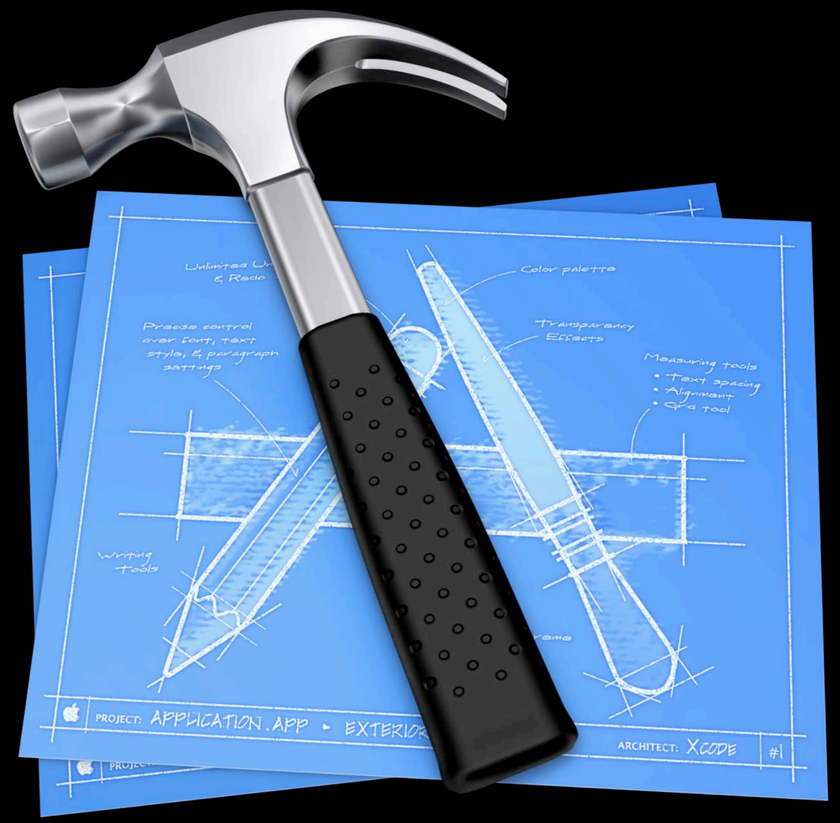
2.0+ Gigabytes

New and updated Tiger docs



The ADC Reference Library

Integrated with Xcode

- Browse and search documentation
  Without leaving your code
- Automatic documentation updates
  Always have the latest information
- Additional documentation locations
  Access information in a way that suits your workflow

Demo

Reference Library Access in Xcode

http://developer.apple.com/wwdc2005/

ADC for Engineers

Mike Korte
Systems Architect, Worldwide Developer Relations

http://developer.apple.com/wwdc2005/

Developer Technical Support

Your access to Apple engineers

- Technical Support Incident benefit allows you to email a problem or issue
- DTS Engineers are experts in their field
- DTS Engineers have access to all of Apple's resources
- Support Incidents are to conclusion of your issue

Developer Downloads

Your Access to software

- Release versions of Mac OS X
  - From 10.2 to 10.4.1
  - Others such as Xsan or WebObjects
- *Prerelease* software
  - Started seeding Tiger last November

Developer Downloads

Developer Downloads

ADC Compatibility Labs

Your access to test hardware

- Labs in Cupertino, Tokyo, and Beijing
- Cupertino Lab
  - Over 200 systems
  - From original G3 PowerMac to 2.7 GHz G5
  - High performance computing systems
- Mac OS X, iLife, iWork, and Pro application testing
- Visit the Labs at the show

Developer Business Services and Go-to-Market

Ed Prasek
Senior Manager, Developer Business Services

http://developer.apple.com/wwdc2005/

It’s all about helping you be more successful in the marketplace.

And lots of it.

Mac OS X Coding Services

Art & Logic, Inc.
SOFTWARE ENGINEERING AND DESIGN

Atimi

BALANCE Software Inc.

Codeon

Critical Path Software

illumineX

parallel software

RECOSOFT CORPORATION

RED ROCK software

Robosoft

SENTIENT SOFTWARE

Software MacKiev

TATA ELXSI
Engineering Creativity

VANTEON

Mac OS X UI and Icon Design Services

Localization and Translation Services

ALPHA

lingo SYSTEMS

LOCALEYES

LocTeam BARCELONA

MEDIALOCATE

ENLASO translate.com

How Many Programs Can I Select From?

Customer Tech Support
Quality Assurance Services
Turnkey Manufacturing Services
WebObjects Coding Services
Market Research Services
Consulting Services
Magazine Advertising Services
Mail Fulfillment Services
Beta Testing Services
Retail Representation
Managed Hosting Services

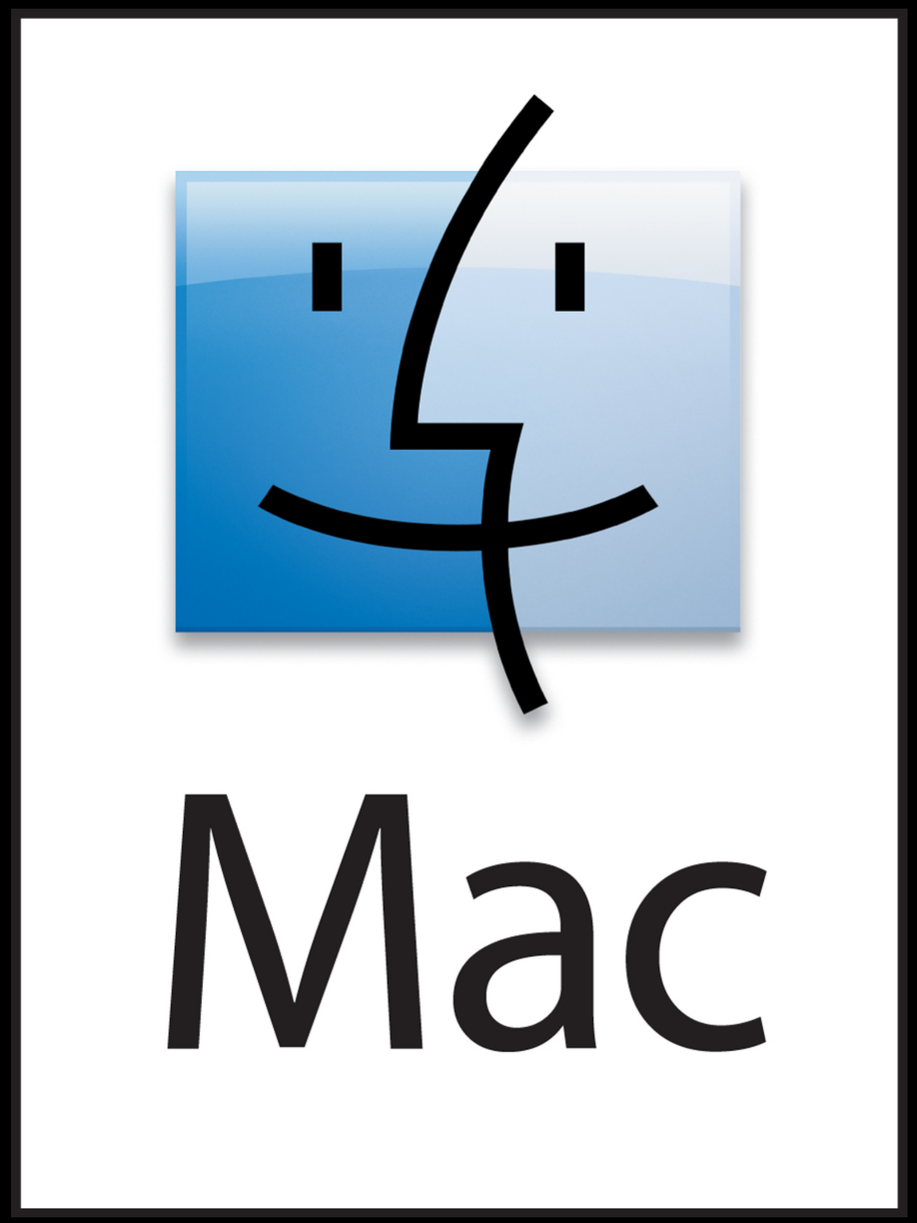
CD Replication Services
Editorial Press Touring
Electronic Product Retailing
Localization/Translation Services
Network Security Services
Distribution Services
Printing & Prepress Services
Mac Rental Services
Java Integration Services
Web Advertising
And Many More!

How Many Programs Can I Select From?

Customer Tech Support
Quality Assurance Services
Turnkey Manufacturing Services
WebObjects Coding Services
Market Research Services
Consulting Services
Magazine Advertising Services
Mail Fulfillment Services
Beta Testing Services
Retail Representation
Managed Hosting Services

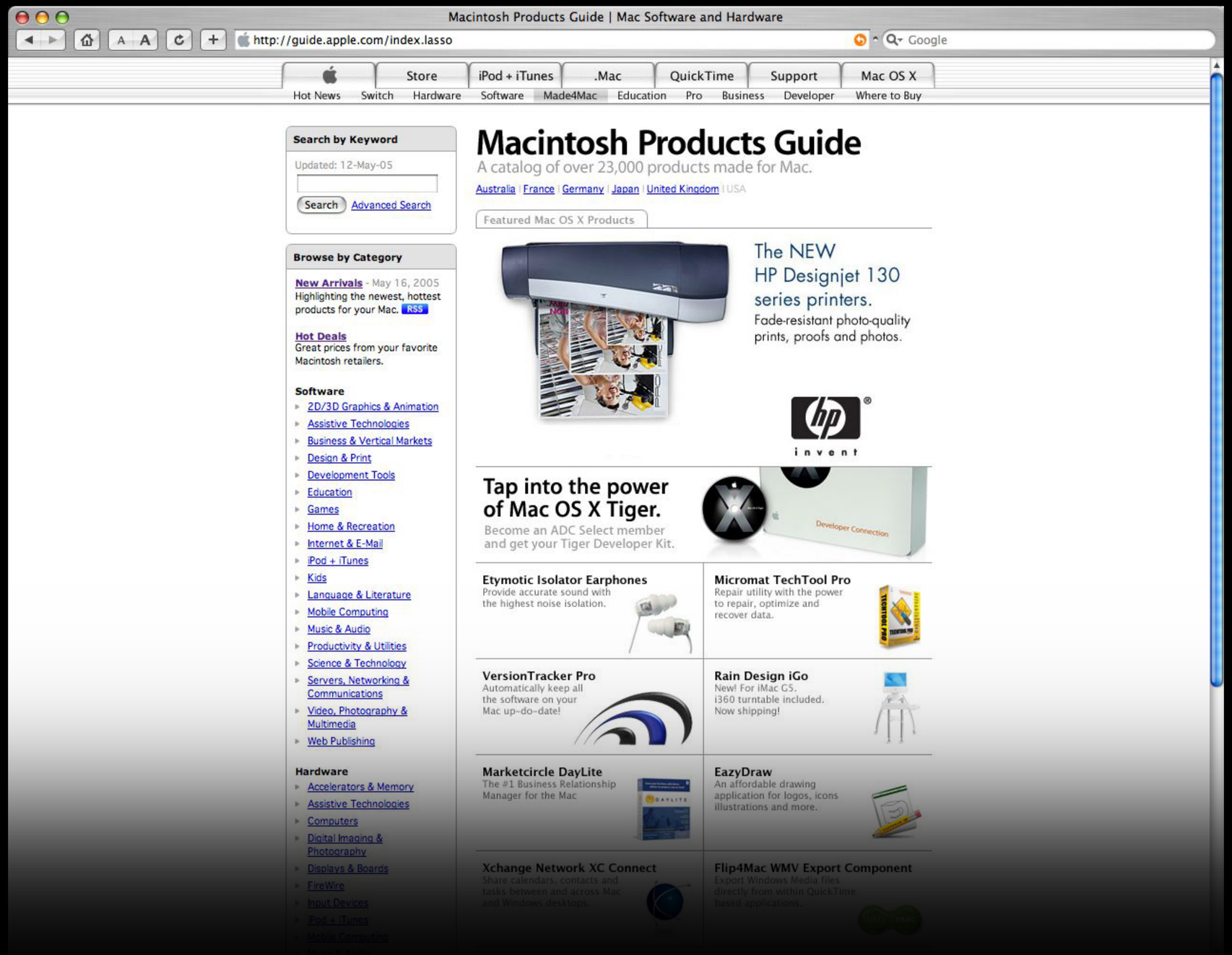
CD Replication Services
Editorial Press Touring
Electronic Product Retailing
Localization/Translation Services
Network Security Services
Distribution Services
Printing & Prepress Services
Mac Rental Services
Java Integration Services
Web Advertising
And Many More!

100+ programs



Mac

Macintosh Products Guide

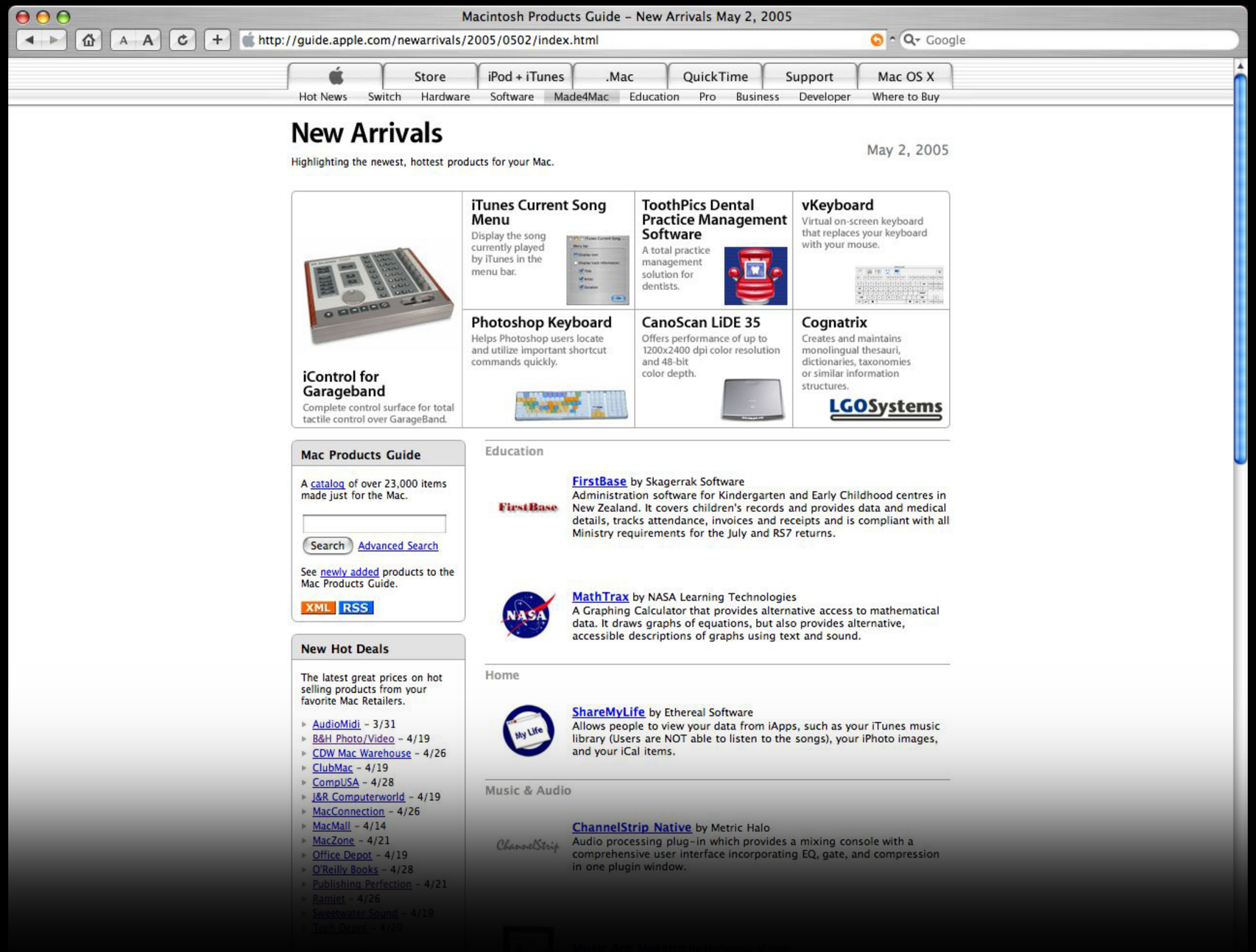


Macintosh Products Guide

47,000,000

visits per year

New Arrivals

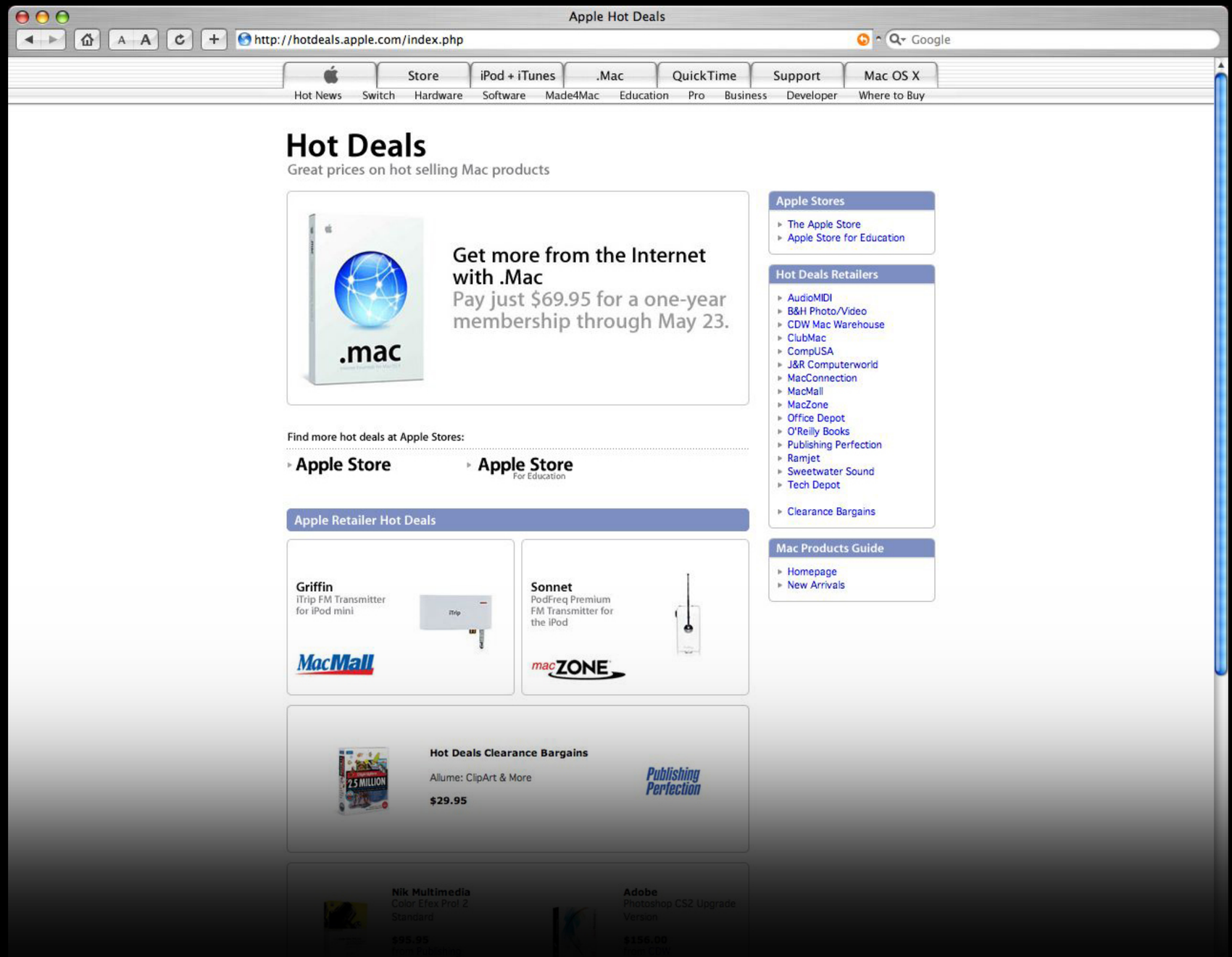


New Arrivals

575,000

visits per year

Apple's Hot Deals



Apple's Hot Deals

1,139,600

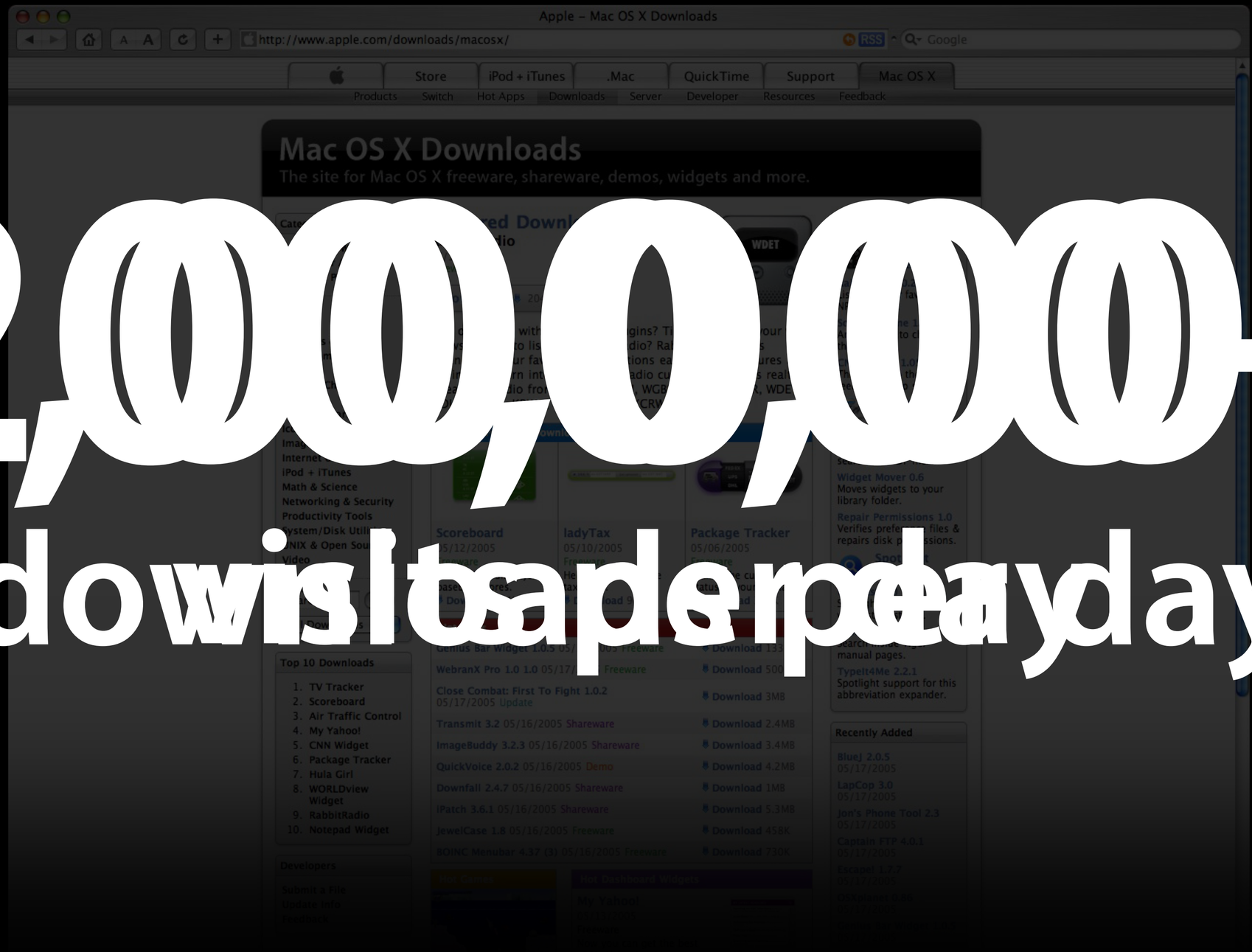
click-to-tip purchase

click-to-tip purchase

click-to-tip purchase

Mac OS X Downloads

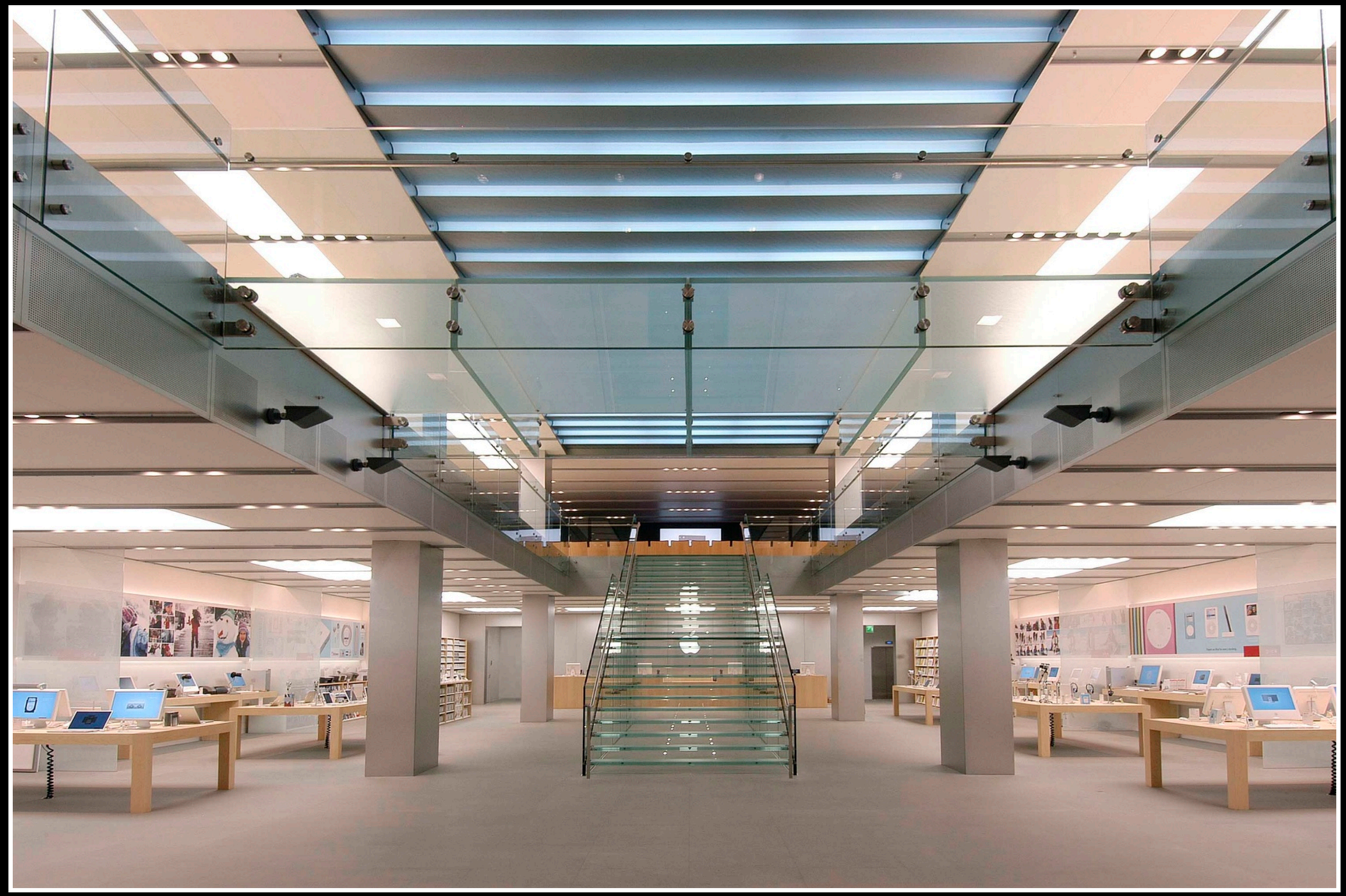
Mac OS X Downloads



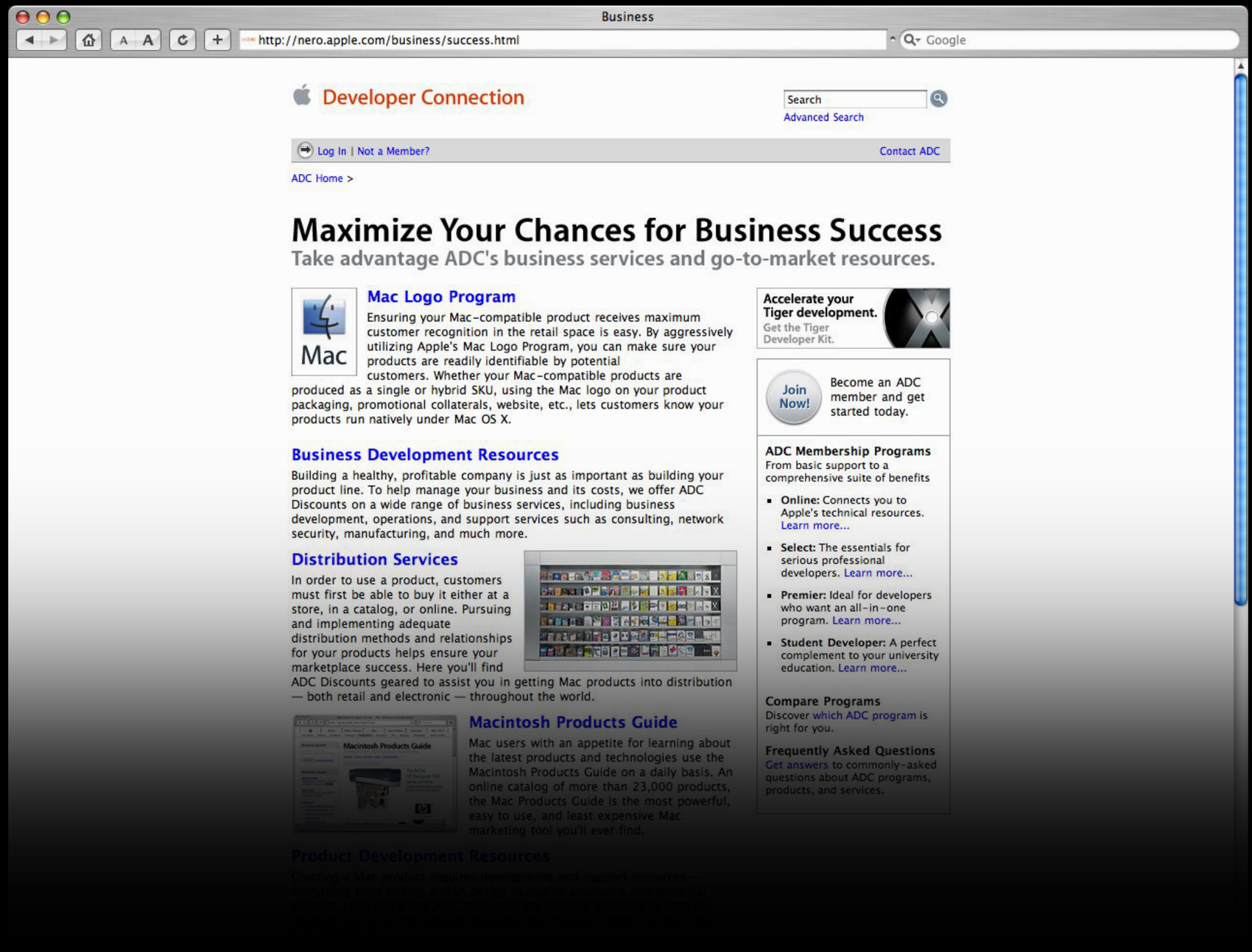
1,000,000

downloads per day

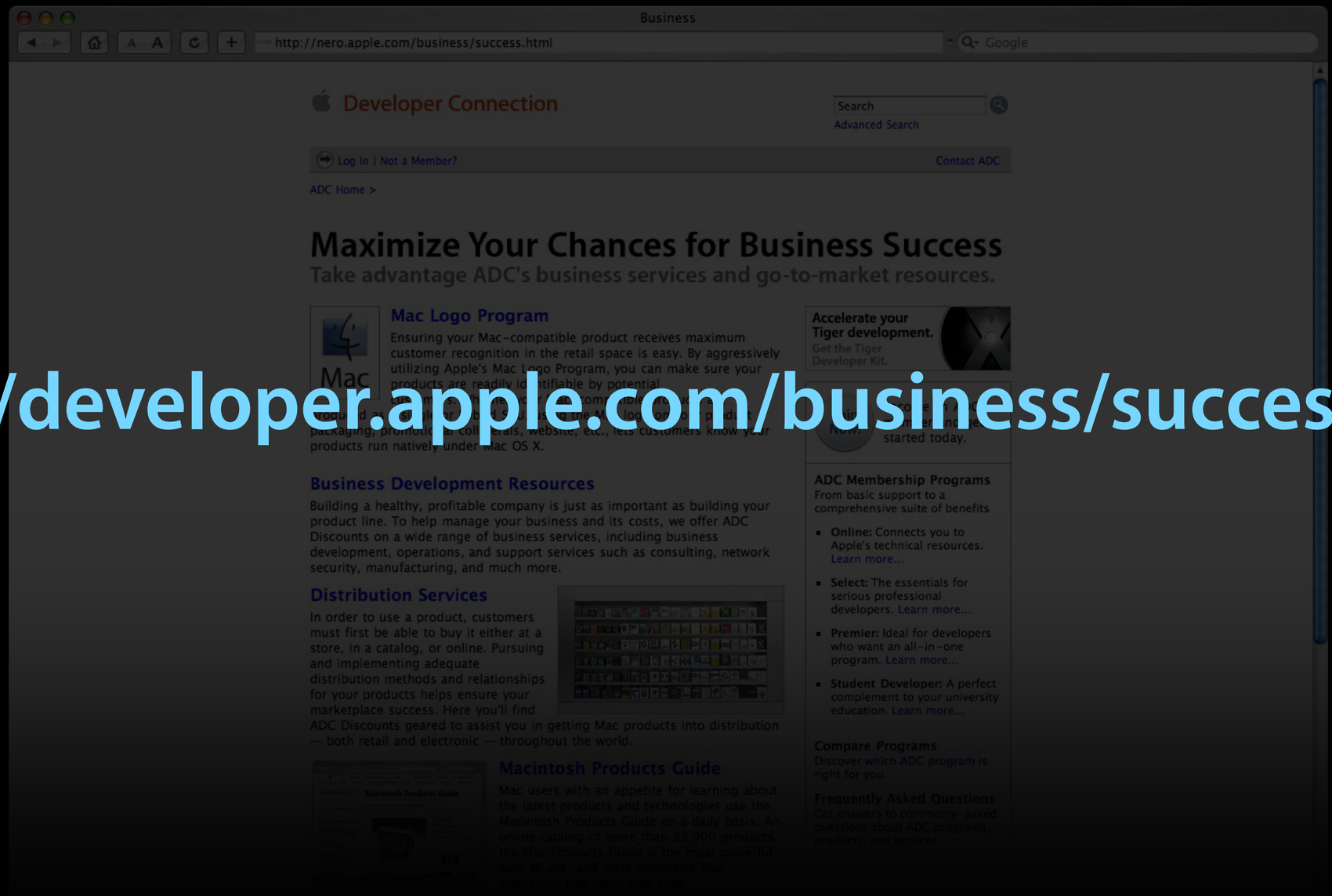
Your Product + The Apple Store



Get Going with Our Quickstart Guide



Get Going with Our Quickstart Guide



http://developer.apple.com/business/success.html

WWDC2005

Worldwide Developers Conference